Investment Banking Pitchbook Template

Insert Date

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Executive Summary

Why?

What?

Next Steps

Company Overview

Company Overview

Company Highlights

- **History:** (What year was the company found? Who founded it? What key milestones has the company achieved?)
- **Valuation:** (How has the stock performed? What is the market pricing in? What are the drivers behind their success? What are some of the key investment highlights?)
- **Strategy:** (What is the company focusing on? What has company management iterated about strategy? What makes their strategy strong? What are the key details of the company's strategy?)
- **Corporate Finance Transactions:** (What are some of the companies most recent/notable/transformative acquisitions? Did they raise any equity/debt capital? Did they IPO recently?)
- **Ownership:** (Who are the top shareholders? What % ownership? Value of ownership?)

Industry Data	Average
Relevant Industry Vertical A	
EV/EBITDA	
EV/Revenue	
P/E	
Relevant Industry Vertical B	
EV/EBITDA	
EV/Revenue	
P/E	

Revenue Mix	%	Gross *($mm)*
Segment A	%	$
Segment B	%	$
Segment C	%	$

Key Metrics	Unit
Operating Data	
Operating Data	
Operating Data	
Operating Data	
Operating Data	
Operating Data	

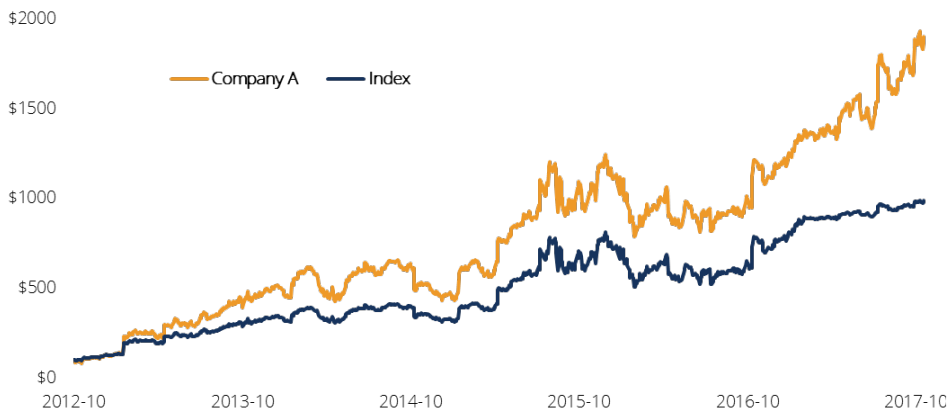
Valuation & Share Performance

Key Valuation Statistics ($mm)

Enterprise Value	**$2,626.90**	**Revenue (FY18e)**	**$968**
Market Cap	$2,228.20	EBITDA (FY18e)	$310
P/E*	39.6x	EBITDA Margin	32%
EV/EBITDA*	8.5x	Debt / EV	17%
Cash	$320	Total Debt	$450

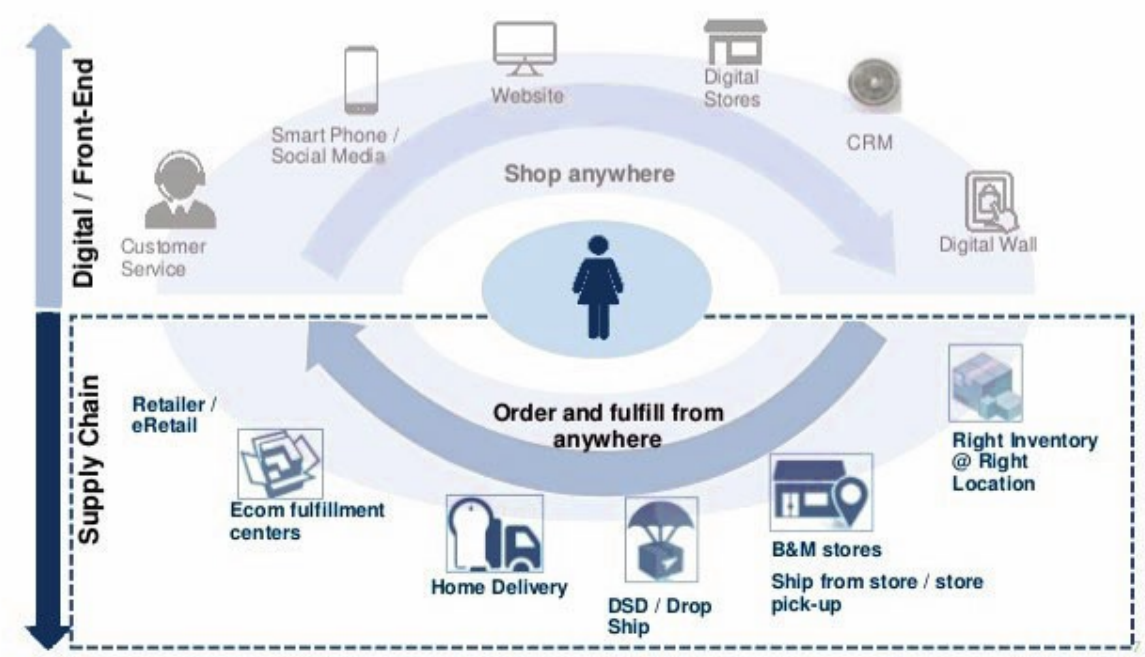
*P/E and EV/EBITDA are based on FY18(e) for comparison

Share Price Current: **$40.00** High/Low: **$50.15** / **$35.79**



Business Model

Industry Value Chain



Overarching Competitive Advantage: (What makes this part of their business model significant? What is the competitive landscape like? What are they key industry themes and trends?)

- *(e.g. Provide an example)*

Business Model Element 1:

Business Model Element 2:

Business Model Element 3:

Industry Theme 1:

Industry Theme 2:

Operating Forecast

Revenue Drivers

Segment A:

(What is most impressive about this segment? How does it compare to previous periods?)

- (What is the forecasted growth rate? What is driving growth in this particular segment?)
  - (What is the significance of this? How are the company's competitors faring?)
- (What are some catalysts for this business segment? What opportunities exist?)

Segment B:

(What is most impressive about this segment? How does it compare to previous periods?)

- (What is the forecasted growth rate? What is driving growth in this particular segment?)
  - (What is the significance of this? How are the company's competitors faring?)
- (What are some catalysts for this business segment? What opportunities exist?)

Segment C:

(What is most impressive about this segment? How does it compare to previous periods?)

- (What is the forecasted growth rate? What is driving growth in this particular segment?)
  - (What is the significance of this? How are the company's competitors faring?)
- (What are some catalysts for this business segment? What opportunities exist?)

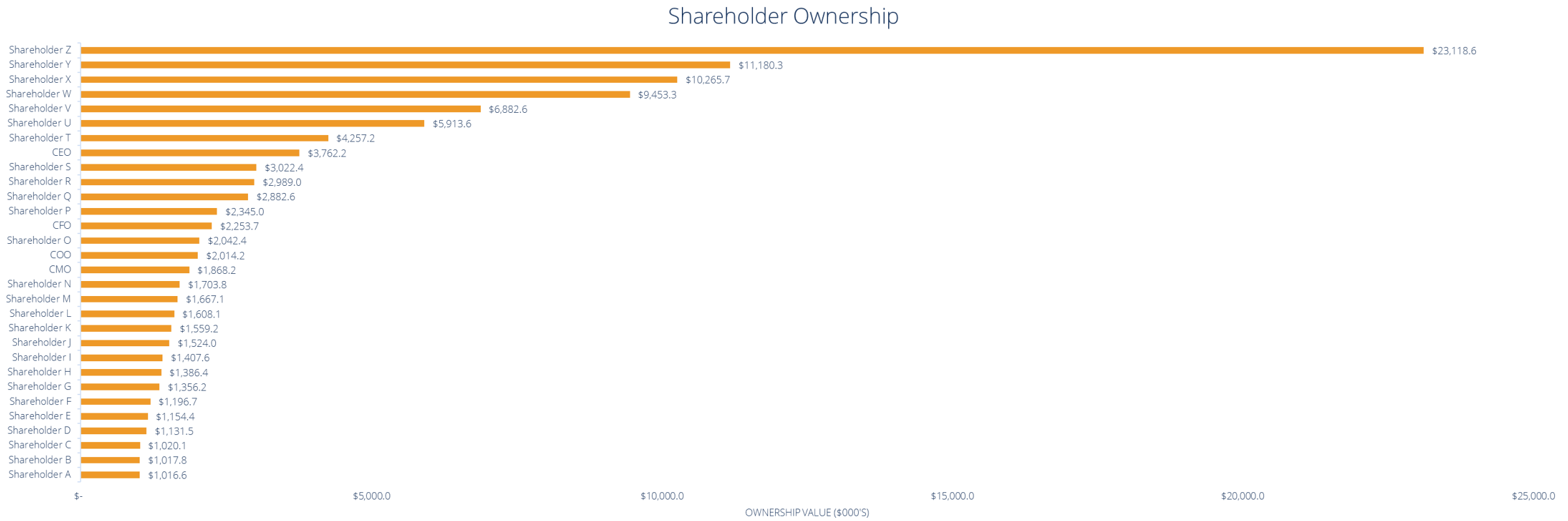
Revenue & EBITDA Forecast

(in millions of U.S. dollars)	2014	2015	2016	2017E	2018E	2019E	2020E	2021E
Segment A	295.2	331.6	343.4	**412.2**	**503.8**	**521.3**	**535.9**	**547.8**
Segment B	177.1	197.7	203.3	**242.5**	**294.5**	**302.8**	**309.4**	**314.3**
Segment C	118.1	127.4	126.6	**145.7**	**170.5**	**168.8**	**165.8**	**161.8**
Total Revenues	**590.4**	**656.7**	**673.3**	**800.3**	**968.8**	**992.9**	**1,011.2**	**1,023.9**
Segment A Revenue Growth, %		12.3%	3.5%	**20.0%**	**22.2%**	**3.5%**	**2.8%**	**2.2%**
Segment B Revenue Growth, %		11.6%	2.9%	**19.3%**	**21.5%**	**2.8%**	**2.2%**	**1.6%**
Segment C Revenue Growth, %		7.9%	-0.6%	**15.1%**	**17.1%**	**-1.0%**	**-1.7%**	**-2.5%**
Total Revenues Growth, %		**11.2%**	**2.5%**	**18.9%**	**21.1%**	**2.5%**	**1.8%**	**1.3%**
Total Adjusted EBITDA	192.1	249.2	249.4	**283.4**	**310.0**	**317.7**	**323.6**	**327.6**
EBITDA Margin, %	32.5%	38.0%	37.0%	**35.4%**	**32.0%**	**32.0%**	**32.0%**	**32.0%**

Shareholder Ownership

Ownership Analysis

- (What is the breakdown between institutional/insider/retail ownership? What does this imply for float turnover? What is the float turnover?)
- (Who are the top shareholders? How has this ownership dynamic changed over time? What are the key takeaways from this dynamic? What kinds of opportunities does this create? How has this activity impacted valuation?)



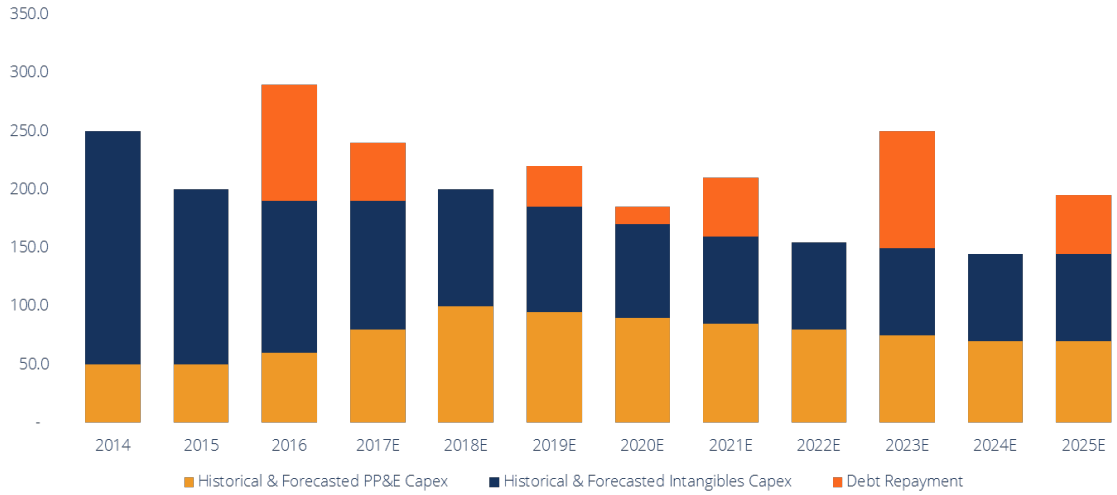
Liquidity Analysis

(What is the overarching theme? If your client takes away only one sentence from this slide, what should it be?)

Capital Adequacy

- **Capital intensity diminishes over time** (Why is this happening? Is it signaling a strategic shift? What does this mean for liquidity? What is the split between growth and maintenance capex?)
- **Cash position improves over time** (Why is this happening? How is this beneficial? What kinds of opportunities can Company A pursue with all this dry powder?)
- (What are some potential pitfalls Company A might run into? How can these be avoided?)
- (Where is capex expected to spike? Why? Are debt maturities evenly spaced out, or are they all within a short duration of each other? What does this mean?)

(in millions of U.S. dollars)	2014	2015	2016	2017E	2018E	2019E	2020E	2021E	2022E	2023E	2024E	2025E
Historical & Forecasted PP&E Capex	50.0	50.0	60.0	80.0	100.0	95.0	90.0	85.0	80.0	75.0	70.0	70.0
Historical & Forecasted Intangibles Capex	200.0	150.0	130.0	110.0	100.0	90.0	80.0	75.0	75.0	75.0	75.0	75.0
Debt Repayment	-	-	100.0	50.0	-	35.0	15.0	50.0	-	100.0	-	50.0



Debt Facility	Outs. *($mm)*	Avail. *($mm)*	Maturity	Interest rate	Notes
Convertible Senior Unsecured Notes					
Revolving Credit Facility					

Industry Overview

Competitive Environment

Company	EV/ LTM Sales	EV/ LTM EBITDA	Strategy	Structure
CFI	** What are the relevant valuation metrics for comps? **	(P/NAV? P/CF? EV/EBITDAR? etc.)	• (Any recent developments? Analyst consensus / sentiment? Overarching themes? Stated growth strategies? Are they direct competitors?)	• (What industry verticals do they operate in? What are their business segments? What's the revenue split?)
(LOGO B)			• (Any recent developments? Analyst consensus / sentiment? Overarching themes? Stated growth strategies? Are they direct competitors?)	• (What industry verticals do they operate in? What are their business segments? What's the revenue split?)
(LOGO C)			• (Any recent developments? Analyst consensus / sentiment? Overarching themes? Stated growth strategies? Are they direct competitors?)	• (What industry verticals do they operate in? What are their business segments? What's the revenue split?)
(LOGO D)			• (Any recent developments? Analyst consensus / sentiment? Overarching themes? Stated growth strategies? Are they direct competitors?)	• (What industry verticals do they operate in? What are their business segments? What's the revenue split?)
(LOGO E)			• (Any recent developments? Analyst consensus / sentiment? Overarching themes? Stated growth strategies? Are they direct competitors?)	• (What industry verticals do they operate in? What are their business segments? What's the revenue split?)
(LOGO F)			• (Any recent developments? Analyst consensus / sentiment? Overarching themes? Stated growth strategies? Are they direct competitors?)	• (What industry verticals do they operate in? What are their business segments? What's the revenue split?)

Key Industry Trends

Industry Review

Industry Revenue Breakdown by Major Segment (2016)

Growing Vertical Revenue

New Vertical Revenue

Stagnating Vertical Revenue

Declining Vertical Revenue

Key Industry Averages

Total Debt/EBITDA

Total Debt/EV

EBITDA margin

EV/EBITDA

P/E Ratio

Market share of top 5 players

Global Industry

Total revenues

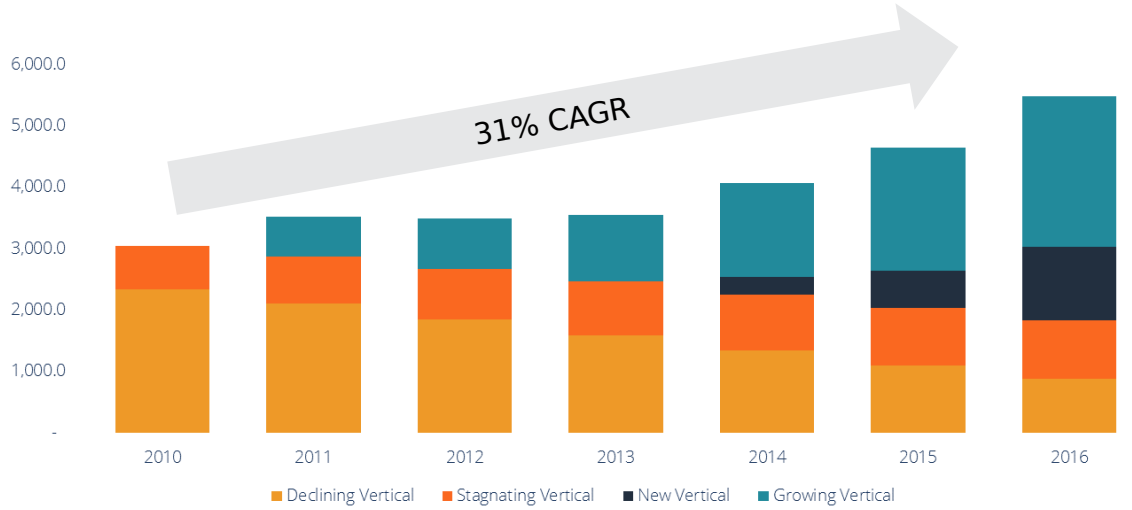
Forecasted 5-year revenue growth

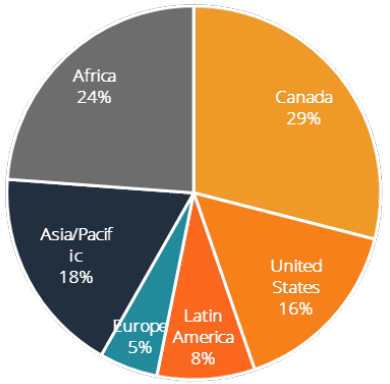
Revenue Profile

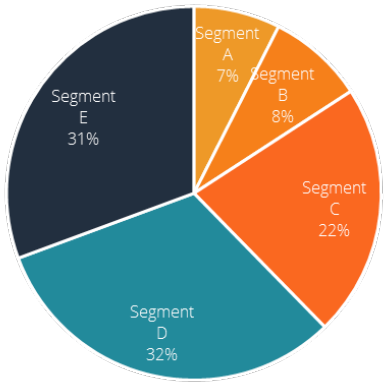
(What are the secular trends in this industry? What is the industry outlook? What do the financial metrics imply?)

(What are the aggregate totals? Where have we witnessed deviant trends? Where have we witnessed convergent trends?)

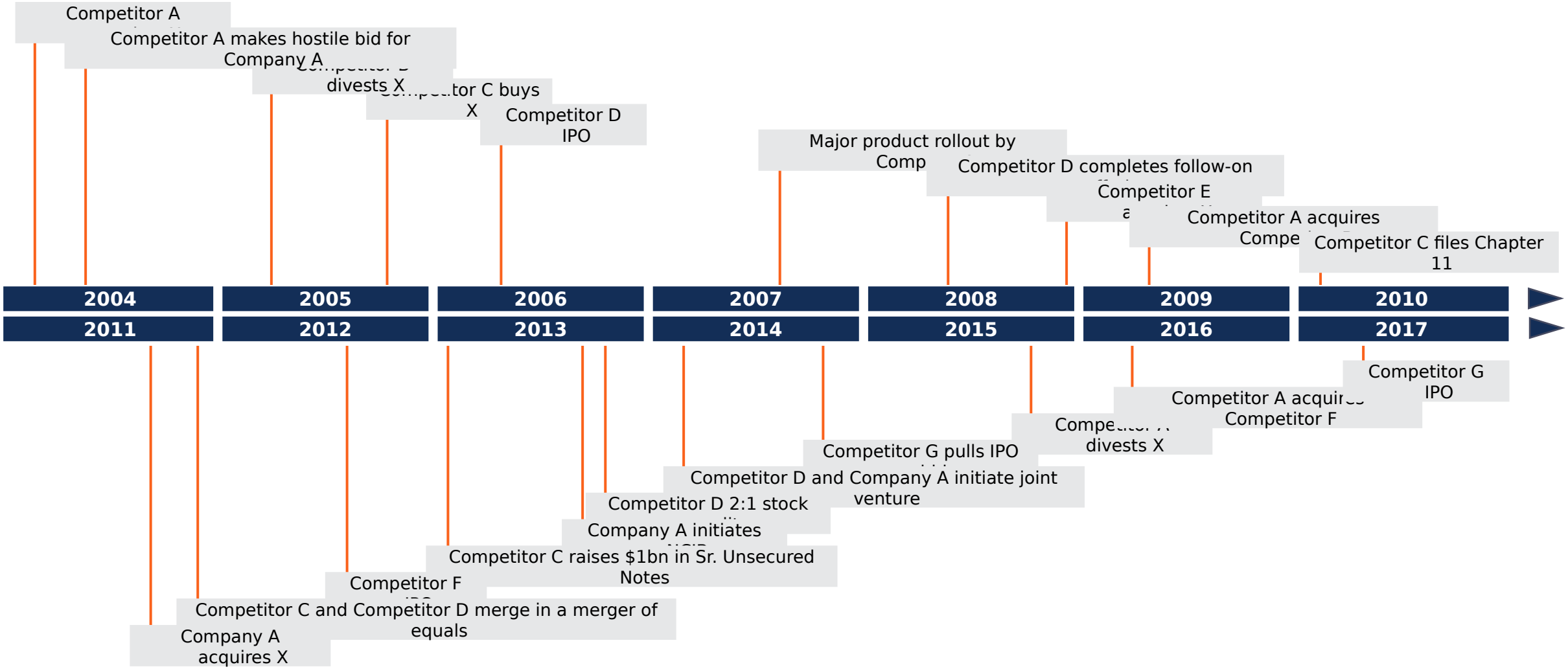
Industry Spending







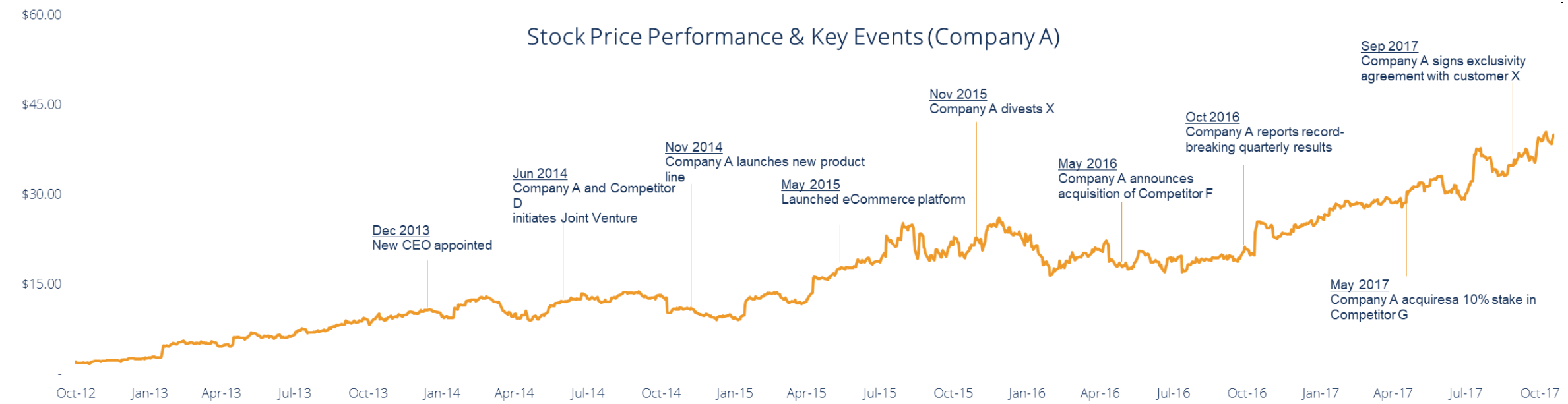
Corporate Finance Activity



Valuation

Historical Share Price Performance

Key Events & Share Price Drivers



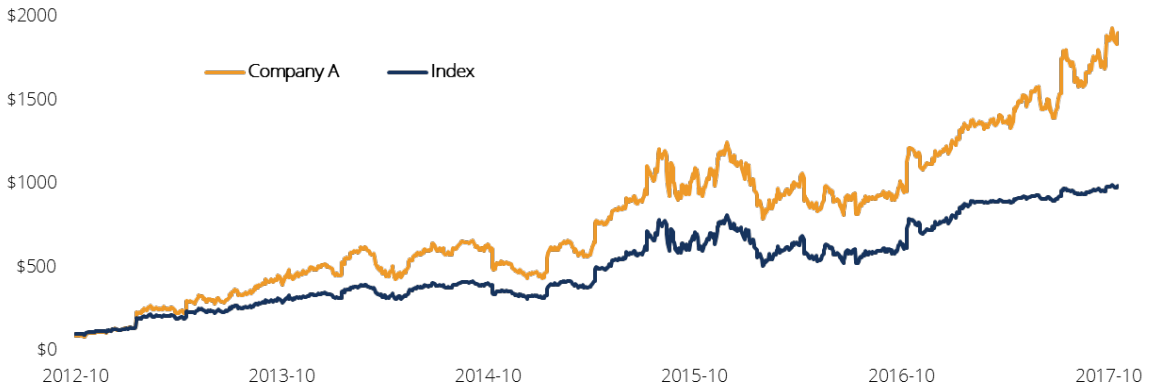
- **Dec 2013** – Old CEO announces retirement; new CEO with 10 years' industry experience appointed
- **Jun 2014** – Company A and Competitor D initiates joint venture, achieving economies of scales in their distribution channels
- **Nov 2014** – Company A rolls out Widget 2.0 product line available in store and online
- **May 2015** – Company A announces launch of new eCommerce platform; discontinues JV with Competitor D
- **Nov 2015** – Company A divests X; market reacts positively to low capital intensity moving forward
- **May 2016** – Company A announces acquisition of Competitor F pending antitrust regulatory approval
- **Oct 2016** – Company A reports record-breaking Q3 results, exceeding analyst consensus on both top line and EPS growth
- **May 2017** – Company A acquires 10% stake in Competitor G in opportunistic bid following poor post-IPO price performance from G
- **Sep 2017** – Company A signs 10-year exclusivity agreement with major online retailer, Customer X, to distribute Widget 2.0 on X's platform

Valuation Summary

Stock Price Performance

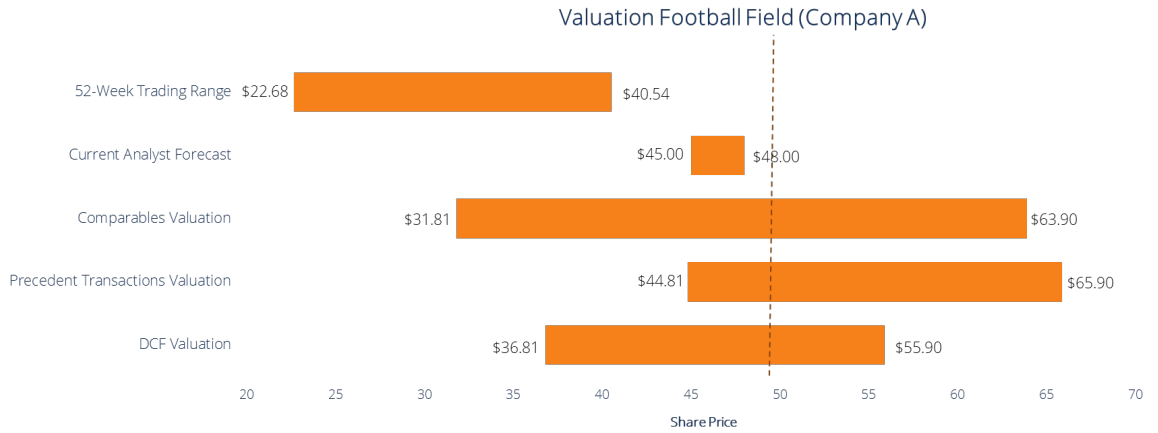
- (How has Company A's stock performed relative to the market index? By how much? Since when?)
- (Are there any nuances regarding how the market is valuing Company A? What catalysts are priced in? What are not?)
- (Is there a trend where the market rewards Company A for certain types of activity? Where is the stock trading at in terms of its 52-week range? Is there causality?)
- (What's the street consensus? What are common analyst themes? Do they think Company A is under/overvalued?)

Current: $40.00 High: $50.15 Low: $35.79



Valuation Metrics	Intrinsic	Trading	Precedents
EV/EBITDA			
EV/Revenue			
P/E			

Valuation Football Field



Broker Estimates	Target Prices ($)	'18e Revenues ($mm)	'18e EBITDA ($mm)	'18e EBITDA Margin (%)
RBC (10/16/2017)	$46.00			
J.P. Morgan (10/17/2017)	$45.00			
BMO (10/20/2017)	$47.50			
Morgan Stanley (10/21/2017)	$47.25			
CIBC (10/27/2017)	$48.00			

Valuation Analysis

Category	Assumptions		Comments
	2016A	2017-2024E	
EBITDA Margin			• (What are your justifications as to why you chose these specific ranges of assumptions? Where do you see opportunity for growth/improvement? Do you believe the market is misunderstanding something? What do analysts think? Why do you deviate?)
Cost of Revenues			
Marketing & Sales			
Technology & Development			
Operating Metric A			
Operating Metric B			
Purchases of PP&E			
Purchases of Intangibles			

Comparables Analysis

Comparable Company Rationale

- (What is the reasoning behind choosing this particular peer set? Do they have similar business models? Are they direct competitors?)
  - (What are the key similarities that you've identified in this peer set in terms of operations? Strategy? What are the differences?)
  - (Which company is the closest proxy for Company A? Why? Which company is outperforming Company A? How can Company A be better than this outperformer?)

(in millions of U.S. dollars)		Stock	Equity	Firm	EV / Revenue				EV / EBITDA				Price / Earnings			
Company	Symbol	Price	Value	Value	2016A	LTM	NTM	2018E	2016A	LTM	NTM	2018E	2016A	LTM	NTM	2018E
Competitor A	A.TO	$41.00	$8,015	$7,573	2.0x	5.0x	3.6x	2.3x	10.7x	9.3x	10.4x	7.6x	100.7x	54.8x	51.6x	40.6x
Competitor B	B.TO	$3.59	$2,494	$3,104	3.1x	6.6x	5.7x	4.9x	7.5x	15.2x	13.9x	5.5x	109.3x	53.8x	64.7x	48.6x
Competitor C	C.TO	$27.22	$6,116	$6,722	3.9x	2.0x	6.4x	5.5x	11.9x	11.2x	10.8x	11.9x	94.7x	62.2x	43.3x	43.5x
Competitor D	D.TO	$16.78	$4,278	$4,606	5.8x	5.9x	5.9x	1.2x	7.7x	6.1x	5.0x	14.0x	89.8x	64.2x	65.4x	52.5x
Competitor E	E.TO	$13.99	$2,533	$2,952	4.5x	3.9x	1.8x	2.6x	6.8x	5.8x	13.2x	6.8x	105.1x	67.8x	61.3x	56.0x
Competitor F	F.TO	$26.37	$10,190	$11,025	7.0x	7.2x	5.1x	6.1x	9.1x	15.2x	7.3x	10.9x	93.7x	70.6x	41.7x	55.0x
Competitor G	G.TO	$22.48	$2,559	$2,349	3.5x	6.7x	2.3x	2.6x	7.9x	13.0x	7.2x	7.4x	113.5x	64.7x	62.1x	55.9x
Competitor H	H.TO	$17.68	$7,358	$7,215	5.5x	5.2x	2.4x	0.8x	7.2x	9.6x	7.9x	6.4x	90.6x	47.4x	51.7x	57.7x
Competitor I	I.TO	$13.80	$7,744	$7,376	3.9x	3.5x	2.9x	2.7x	10.5x	9.5x	9.0x	8.5x	99.5x	51.8x	49.7x	39.6x
Company A	**A**	**$40.00**	**$2,228**	**$2,627**	**3.9x**	**3.5x**	**2.9x**	**2.7x**	**10.5x**	**9.5x**	**9.0x**	**8.5x**	**99.5x**	**51.8x**	**49.7x**	**39.6x**
High			$10,190	$11,025	7.0x	7.2x	6.4x	6.1x	11.9x	15.2x	13.9x	14.0x	113.5x	70.6x	65.4x	57.7x

Precedents Analysis

Precedent Transaction Rationale

- (Which transactions did you select to value Company A? Why? What similarities exist between the target and Company A?)
  - (In what ways would Company A command a higher TV if they were put in the position of a target? What competitive advantages does Company A have over past transaction targets?)
  - (How are the industry verticals classified relative to Company A and its strategy? Is there an identifiable trend over time regarding industry multiples? Are they contracting or expanding? Why? What's the secular driver within the industry?)

Target		Buyer			Transaction			LTM		EV/LTM	
Company	Type	Company	Type	EV	Date	Year	Impl. EV	Revenue	EBITDA	Revenue	EBITDA
Company J	New	Company S	Declining	$82,730	July 26, 2017	2017	$7,802	$3,472	$1,604	2.2x	4.9x
Company K	Growing	Company T	Stagnating	$38,040	August 15, 2016	2016	$2,207	$1,666	$393	1.3x	5.6x
Company L	Declining	Company U	Stagnating	$74,220	March 27, 2015	2015	$56,913	$28,506	$7,916	2.0x	7.2x
Company M	Declining	Company V	Stagnating	$53,060	January 8, 2013	2013	$1,077	$709	$259	1.5x	4.2x
Company N	Stagnating	Company W	Declining	$36,520	July 1, 2010	2010	$5,098	$4,682	$2,580	1.1x	2.0x
Company O	Growing	Company X	Declining	$117,250	April 4, 2006	2006	$880	$1,641	$438	0.5x	2.0x
Company P	Growing	Company Y	Growing	$30,490	March 2, 2006	2006	$1,658	$82	$22	20.2x	75.3x
Company Q	New	Company Z	Stagnating	$79,150	June 26, 2004	2004	$1,938	$610	$120	3.2x	16.2x
Company R	Growing	Company AA	Growing	$80,760	October 1, 2002	2002	$2,037	$720	$256	2.8x	8.0x
Average										3.9x	13.9x
Company A										3.5x	9.5x

Transaction Opportunities

Strategic Review and Opportunities

M&A Opportunities

Reco 1:

Key Transaction Theme 1: (In short, why should this theme be the focal point for Company A's management team?)

- **(Why will this be the game-changing opportunity for Company A? Why is the timing ideal right now?)**

Key Transaction Theme 2:

Reco 2:

Key Transaction Theme 1:

Key Transaction Theme 2:

Reco 3:

Key Transaction Theme:

VALUATION OVERVIEW

Industry Vertical A:

- **EV/EBITDA:** 0.0x – 0.0x
- **EV/Revenue:** 0.0x – 0.0x
- **P/E:** 0.0x – 0.0x

Industry Vertical B:

- **EV/EBITDA:** 0.0x – 0.0x
- **EV/Revenue:** 0.0x – 0.0x
- **P/E:** 0.0x – 0.0x
- (What observations can you make about the range of multiples? What insights can be gained from the differences? What is the industry trending towards?)

Company A:

- **EV/EBITDA:** 2.9x
- **EV/Revenue:** 3.5x
- **P/E:** 51.8x
- (Where does Company A stand in terms of relative industry valuation? Why is it currently trading at a premium/discount?)

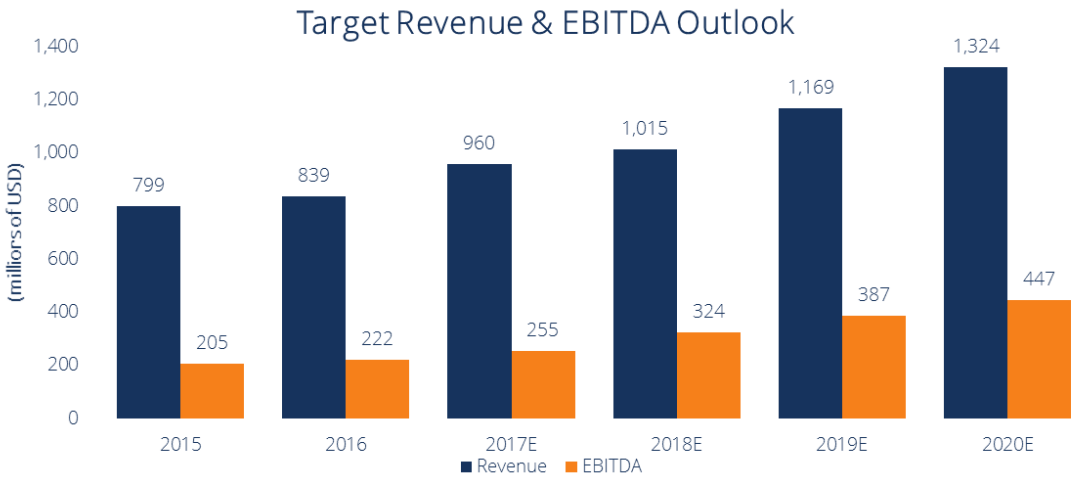
All multiples are NTM

Recommendation 1

Strategic Rationale

- (Ideally, you will want to show the accretion/dilution at different control premiums, showcase potential synergies, and demonstrate a multiple re-rating in the market following the acquisition)
- (How does this target company fit in with Company A's strategy? What are some of the intangible elements like customer relationships or human capital talent that Company A will receive in the acquisition?)
- (Why now? Timing considerations?)

Target Revenue & EBITDA Forecast



Prime Target Company Overview

- Prime Target

Valuation Multiples

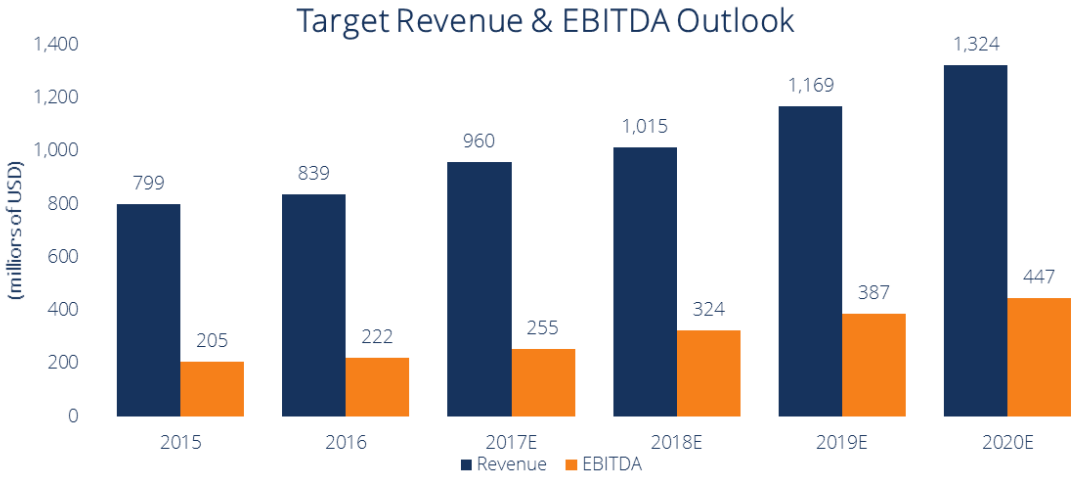
Multiple	2018E	2019E	2020E
P/E	60.7x	64.3x	54.8x
EV/Sales	2.5x	1.1x	2.1x
EV/EBITDA	9.9x	8.9x	6.2x
EV/EBIT	10.9x	9.9x	7.2x

Recommendation: Content/Production Focus

Strategic Rationale

- (When pitching a transaction opportunity to company management, it is best to give your top recommendation first as their time is valuable. If they are not interested in the first transaction, the next two recommendations are there to serve as a backup.)
- (There should still be strong strategic rationale to pursue these transactions, what are they? Are there diversification opportunities available? Scaling opportunities? Etc.)

Target A Revenue & EBITDA



Acquisition Opportunities

- Target A
- Target B

Target A Revenue & EBITDA Forecast

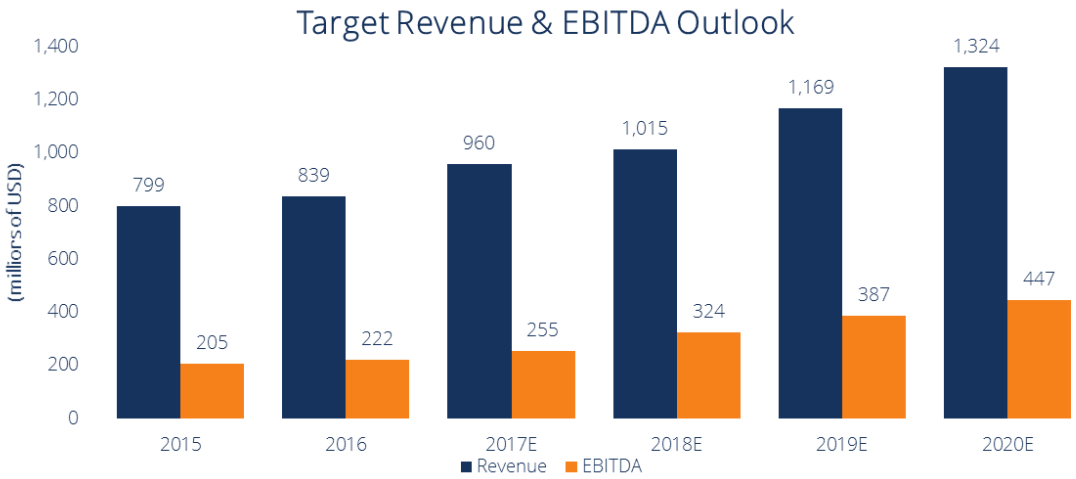
Multiple	2018E	2019E	2020E
P/E	60.7x	64.3x	54.8x
EV/Sales	2.5x	1.1x	2.1x
EV/EBITDA	9.9x	8.9x	6.2x
EV/EBIT	10.9x	9.9x	7.2x

Recommendation: Content/Production Focus

Strategic Rationale

- (When pitching a transaction opportunity to company management, it is best to give your top recommendation first as their time is valuable. If they are not interested in the first transaction, the next two recommendations are there to serve as a backup.)
- (There should still be strong strategic rationale to pursue these transactions, what are they? Are there diversification opportunities available? Scaling opportunities? Etc.)

Target C Revenue & EBITDA



Acquisition Opportunities

- Target C
- Target D

Target C Revenue & EBITDA Forecast

Multiple	2018E	2019E	2020E
P/E	60.7x	64.3x	54.8x
EV/Sales	2.5x	1.1x	2.1x
EV/EBITDA	9.9x	8.9x	6.2x
EV/EBIT	10.9x	9.9x	7.2x

Team Overview

Investment Banking Team

Precedent Transaction Rationale

- “Our team is composed of a comprehensive roster of experienced and knowledgeable seniors and juniors to execute this transaction”
  - (For sell-side pitchbooks: What previous transaction experience does the team have? What is their background and education? How many years experience in the industry? What previous relevant positions have the directors held?)
  - (For buy-side pitchbooks: How extensive are the personnel resources of the bank? What divisions of the bank can contribute to what element of the transaction? How can I contact the different individuals listed?)

M&A Group

First Last Name – Position, Head of, Group
Phone Number
Email Address

Equity Capital Markets

First Last Name – Position, Head of, Group
Phone Number
Email Address

Debt Capital Markets

First Last Name – Position, Head of, Group
Phone Number
Email Address

Industry Group

First Last Name – Position, Head of, Group
Phone Number
Email Address

Team Leaders

First Last Name – Position, Head of, Group
Phone Number
Email Address

Leveraged Finance

First Last Name – Position, Head of, Group
Phone Number
Email Address

Industry Group

First Last Name – Position, Head of, Group
Phone Number
Email Address

Satellite Office

First Last Name – Position, Head of, Group
Phone Number
Email Address

Private Equity

First Last Name – Position, Head of, Group
Phone Number
Email Address

Deal Tombstones

Notable Past Transactions

Company Name CFI **$ Deal Amount** Deal Unit Size Deal Type *Deal Position* DATE	**Company Name** **Logo:** **.PNG format** **$ Deal Amount** Deal Unit Size Deal Type *Deal Position* DATE	**Company Name** **Logo:** **.PNG format** **$ Deal Amount** Deal Unit Size Deal Type *Deal Position* DATE	**Company Name** **Logo:** **.PNG format** **$ Deal Amount** Deal Unit Size Deal Type *Deal Position* DATE
Company Name **Logo:** **.PNG format** **$ Deal Amount** Deal Unit Size Deal Type *Deal Position* DATE	**Company Name** **Logo:** **.PNG format** **$ Deal Amount** Deal Unit Size Deal Type *Deal Position* DATE	**Company Name** **Logo:** **.PNG format** **$ Deal Amount** Deal Unit Size Deal Type *Deal Position* DATE	**Company Name** **Logo:** **.PNG format** **$ Deal Amount** Deal Unit Size Deal Type *Deal Position* DATE

Appendices